Animatron Blog

Guest Post Editorial Guidelines

Topics

As a writer on our blog, you will need to provide unique insights or practical and actionable advice on any of the following topics:

• Social media video how-tos
• Video marketing strategy
• Video storytelling
• Innovative case studies related to video and social media

Headlines

Headlines are as important as the blog post itself. A great headline determines whether someone will click on the blog post or share it on social.

Good example of the headline:
• The 10 Best Video Calls to Action That Are Guaranteed to Work
• How to Make a Facebook Cover Video in 5 Easy Steps

Bad example of the headline:
• How to Make a Video
• Why Is Video Important for Your Business

Use the Headline Analyzer to check that your headline score is **at least 70**.

Guidelines

! Posts must be helpful and never self-promotional. Keep them interesting and conversational.

Required

Word count: 800 (min) – We like long posts with a lot of visual content.
Format: Please share a Google doc. Make sure the privacy settings allow us to see the doc.
Links: Link to other content whenever relevant. Every link included must add value for readers.
Paragraph length: Keep paragraphs short. No longer than 4 lines.

Images

- We will prepare a featured image for you. However, you may include one image to accompany the post as a featured image, and we will decide whether or not to use it.
- Include multiple images to support the post. We love screenshots and edited images that include call-outs.
- All images must be 800 px wide and optimized for the web.
- The more images the better!

Other media

We love embedding media in posts. You may include embeds of youtube videos, SlideShare presentations interactive content and more, subject to our approval.

Author Information

- Bio 50 words +/-
- Include your headshot or other image at 350 x 350 pixels.
- Link to your twitter handle, your blog/company, in your bio.

Editing

We may edit your post or bounce it back to you for revisions. We may edit anchor text and links that are not relevant to your post.

Exclusivity

We ask that your article not be published elsewhere previously, or simultaneously. If you'd like to republish, please wait at least 2 weeks to do so and link to the original post.

Commenting

Please be available the day your article is published and the following days to respond to comments.

Promoting

Please plan to promote your post throughout your social networks. We ask that you share it more than once on multiple networks over multiple days. The time frame and scheduling is up to you.

We will actively help promote your post on all social networks.

Submit your draft

If you feel your blog post is unique, valuable and follows all the above mentioned guidelines, feel free to submit your draft to our editor Olga Bedrina olga.bedrina@animatron.com with the subject "Guest post suggestion". Good luck!